



Digital Media Officer (Holiday Parks)

Permanent Part Time

Are you looking for a rewarding career where you can grow and develop while having the benefit of living in an idyllic North Coast location? Here at Clarence Valley Council, we strive to be a progressive employer that offers a rewarding and flexible work environment. Our vision is to create a community full of opportunity and our workforce is where we start to achieve our community aspirations.

Located in the Northern Rivers of NSW, we cover 10,441 square kilometres with the three major community hubs of Grafton, Yamba and Maclean. We are one of the biggest employers in the Valley and can offer you a rewarding career and a new lifestyle. Our goal is to be the employer of choice in the Valley, creating opportunities for those who live here already and for those who want to move here.

We are in an exciting period of transformation with a focus on employee engagement, satisfaction and delivering exceptional services and facilities for the community.

So come and join the team while enjoying all that Clarence Valley has to offer you and your family.

Learn more about living in the Clarence Valley [here](#)

What you need to know...

- permanent part time - 42 hours per fortnight
- the package: \$43,960 to \$52,423 plus superannuation per annum pro rata
- location: Grafton, NSW
- flexible work options for a healthy work/life balance
- enjoy the benefits of flex time
- access to fitness passport

About the role

Love social media, great content and the idea of helping people discover their next favourite holiday destination? We're looking for a Digital Media Superstar to help showcase the very best of Clarence Coast Holiday Parks across Iluka, Yamba, Brooms Head, Minnie Water and Wooli.

This is more than just posting pretty pictures (although there will definitely be plenty of those!). You'll be the creative force behind our digital presence — dreaming up engaging content, managing social media, coordinating campaigns, keeping our website fresh and easy to use. You'll also work with tourism industry partners, use analytics to see what's working, and help shape our digital strategy to keep us ahead of the game. helping turn a scroll into a booking.

Working across our five holiday parks, you'll have the opportunity to tell the stories of the Clarence Coast, connect with future and returning guests, and inspire families, couples and adventurers to come and make memories of their own.

Based at South Grafton, this three-day-a-week role is perfect for someone who knows their way around social media, loves creating content and understands what makes people stop scrolling and start dreaming about their next getaway.

If you can turn a great view into a great post, a good idea into a great campaign and data into even better digital results — we'd love to hear from you!

Contact

Jason Browne, Coordinator Holiday Parks on 02 6641 7355

Closing date

Tuesday 8 September 2026 at 11.30 pm (NSW time).

Other important information

This position is located at Council's Rushforth Roads Works Depot however, this may change should business needs identify other work locations to be more appropriate to deliver our services in the future.

A probation period applies to this position.

How to apply

All applications must be lodged online via Council's website www.clarence.nsw.gov.au

For this application you will be required to:

- address essential selection criteria from the position description
- address desirable selection criteria from the position description
- supply a resume
- supply a cover letter
- supply relevant certificates and licences.

For further information about the selection process including tips on how to address the selection criteria please refer to the Careers page on www.clarence.nsw.gov.au

Council is an EEO employer and First Nations people are encouraged to apply.

Council also recognises the skills and attributes of veterans and welcomes applications from ex-service personnel.